

TVSCAN

NBC-COREY

## Broadcast Order/Confirmation

Elise Cloyd - 8/10/12 12:00 PM

Miami-Ft. Lauderdale - MAYJUL Nielsen

## Qualitative Criteria: Release 1 2012 Feb11-Jan12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republic and registered to vote in district of residence and always vote in presidential elections

Buyer Elise Cloyd  
Client Restore Our Future

Order Number 1,893  
Campaign Est. 1893  
Flight Flight 1 08/14/12-08/20/12

Station WTVJ  
Address

Agency Mentzer Media  
Address 600 Fairmount Avenue  
Suite 306  
Towson  
MD 21286

## WTVJ-NBC

QAJ P 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
TODAY-S FLA													
Tu-Fr 6:00a- 7:00a	500 \$350	Aug14-Aug17	:30	4	--	1	1	1	1	--	--	1	
TODAY SHW													
Tu-Fr 7:00a- 9:00a	800 \$600	Aug14-Aug17	:30	4	--	1	1	1	1	--	--	2	
TODAY SHW2-NBC													
Tu-Fr 9:00a-10:00a	400 \$250	Aug14-Aug17	:30	4	--	1	1	1	1	--	--	1	
TODAY SHW3-NBC													
Tu-Fr 10:00a-11:00a	200 \$175	Aug14-Aug17	:30	5	--	2	1	1	1	--	--	1	
NBC 6 MWS 5PM													
Tu-Fr 5:00p- 6:00p	600 \$350	Aug14-Aug17	:30	8	--	2	2	2	2	--	--	1	
NBC 6 NWS 6PM													
Tu-Fr 6:00p- 6:30p	850 \$600	Aug14-Aug17	:30	4	--	1	1	1	1	--	--	2	
EXTRA													
Tu-Fr 7:00p- 7:30p	1000 \$550	Aug14-Aug17	:30	5	--	2	2	2	2	--	--	2	
ACCESS HOLLYWOOD													
Tu-Fr 7:30p- 8:00p	1000 \$550	Aug14-Aug17	:30	5	--	2	2	2	2	--	--	1	
TONITE SHW-NBC													
Tu-Fr 11:35p-12:35a	750 \$500	Aug14-Aug17	:30	8	--	2	2	2	2	--	--	1	
NBC 6 NWS 11PM													
Tu-Su 11:00p-11:35p	1400 \$1,100	Aug14-Aug19	:30	12	--	2	2	2	2	2	2	2	
SATURDAY TODAY													
Sat 7:00a- 9:00a	500 \$275	Aug18-Aug18	:30	2	--	--	--	--	--	2	--	1	

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Software Suite

## TvSCAN

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Miami-Ft. Lauderdale - MAYJUL Nielsen

WTVJ-NBC													QAJ P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
NBC NWS SAT-9A														
Sat 9:00a-10:00a	225 \$150	Aug18-Aug18	:30	2	--	--	--	--	--	2	--	1		
NBC 6 NWS SAT-6PM														
Sat 6:00p-7:00p	800 \$650	Aug18-Aug18	:30	1 2	--	--	--	--	--	1 2	--	4		
NBC NWS SAT AM-6A														
Sun 6:00a-8:00a	250 \$100	Aug19-Aug19	:30	2	--	--	--	--	--	--	2	1		
NBC TODAY SHOW														
Sun 8:00a-9:00a	800 \$350	Aug19-Aug19	:30	2	--	--	--	--	--	--	2	2		
MEET THE PRESS														
Sun 9:00a-10:00a	2500 \$1,300	Aug19-Aug19	:30	1	--	--	--	--	--	--	1	3		
NBC NEWS 6														
Sun 6:00p-7:00p	800 \$650	Aug19-Aug19	:30	2 1	--	--	--	--	--	--	2 1	2		
TODAY-S FLA														
Mon 6:00a-7:00a	500 \$350	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	1		
TODAY SHW														
Mon 7:00a-9:00a	800 \$600	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	2		
TODAY SHW2-NBC														
Mon 9:00a-10:00a	400 \$250	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	1		
TODAY SHW3-NBC														
Mon 10:00a-11:00a	200 \$175	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	1		
NBC 6 MWS 5PM														
Mon 5:00p-6:00p	600 \$350	Aug20-Aug20	:30	2	2	--	--	--	--	--	--	1		
NBC 6 NWS 6PM														
Mon 6:00p-6:30p	850 \$600	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	2		
EXTRA														
Mon 7:00p-7:30p	1000 \$550	Aug20-Aug20	:30	1 2	2 1	--	--	--	--	--	--	2		
ACCESS HOLLYWOOD														
Mon 7:30p-8:00p	1000 \$550	Aug20-Aug20	:30	1 2	2 1	--	--	--	--	--	--	1		
TONITE SHW-NBC														
Mon 11:35p-12:35a	750 \$500	Aug20-Aug20	:30	2	2	--	--	--	--	--	--	1		
NBC 6 NWS 11PM														
Mon 11:00p-11:35p	1400 \$1,100	Aug20-Aug20	:30	1 2	1 2	--	--	--	--	--	--	2		

WTVJ Totals	\$50,425	92	Reach / Frequency	138	\$365.40
				26.0	5.3

Monthly	Aug 2012
Gross Cost	\$50,425.00

65,300

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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